

I'm writing to thank you very much for your localism initiative. I think the issue of localism in radio programming is one that is of great importance to the future of radio in this country.

I was a commercial broadcaster during the 20 years that saw the decay of local broadcasting and the emergence of syndicated programming and absentee DJs via satellite. The syndicated programming is slicker and cheaper, but it has clearly eroded local public service broadcasting. Far too many stations are doing only the minimum local programming they can get away with, leaving local listeners with little besides national radio shows with call letters dropped in here and there.

I think LPFM stations are a big part of the solution, for two reasons.

First, the people who wish to run LPFMs are local, community-minded people who have a burning desire to provide local content.

Second, if these little low-power stations begin to attract a significant number of listeners, it will be a significant incentive to the larger commercial stations to think seriously about increasing their own level of localized content.

Please keep up the good work. This localism initiative effort has the potential to do great good, and significantly improve service to radio listeners across the country.

Best regards,

Dane Scott Udenberg